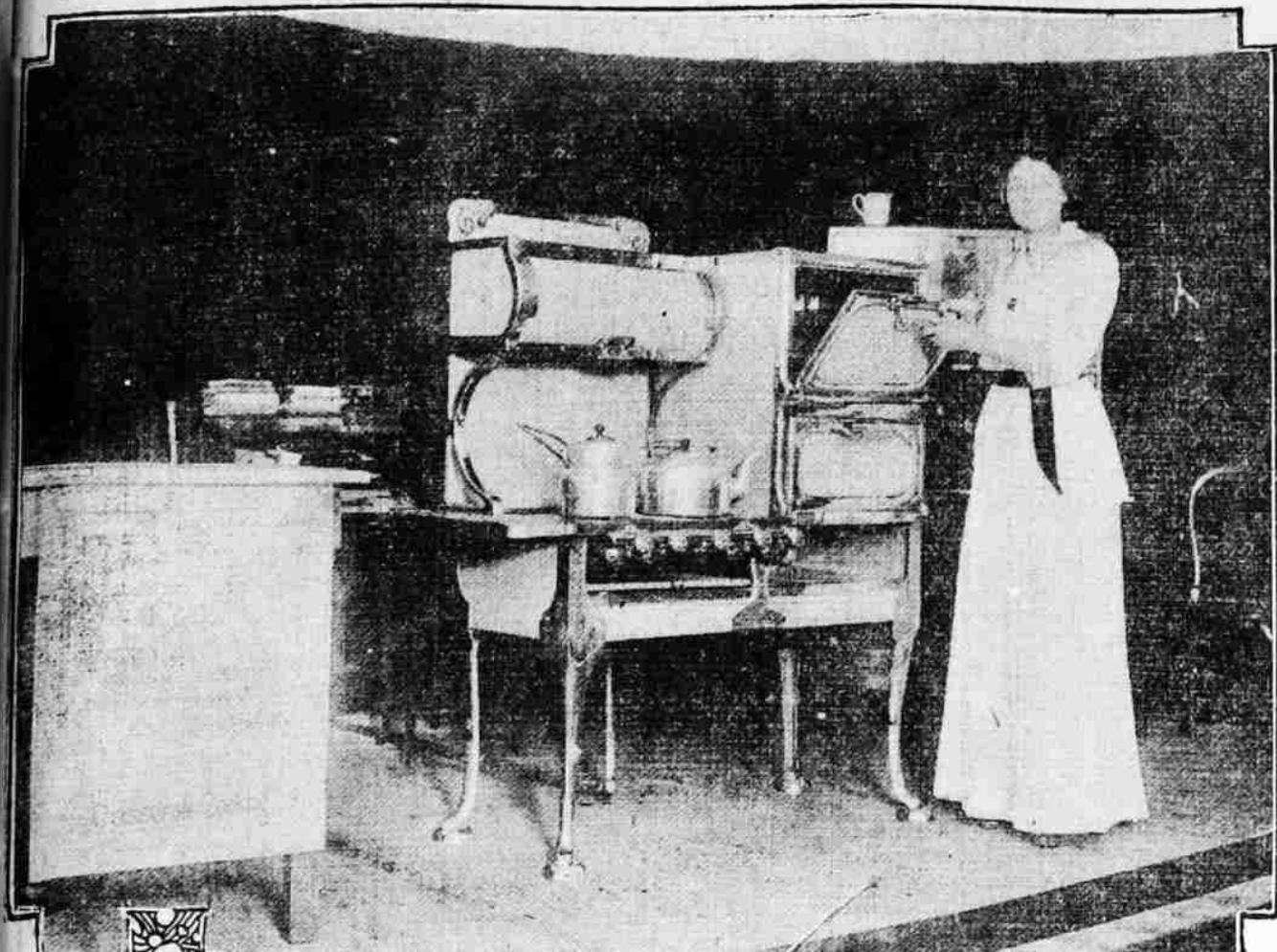


# The Science Of Reaching Men's Hearts Through Their Stomachs



Mrs. Alice Gitchell Kirk,  
Lecturer on the Art of  
Cooking, Tells Housewives  
How to Save Energy  
& Money, Yet Achieve  
the Acme of Perfection  
in the Output of the  
Kitchen.



Cookery has been reduced to a science, and the sooner each housewife—whether of the leisure class, commanding a half dozen servants, or of the class to whom a first hand knowledge of cooking is important—becomes proficient in food values, combinations and economies, the greater will be her value to her family.

This is one of the beliefs of Mrs. Alice Gitchell Kirk, a lecturer in cookery and all that has to do with the home and domestic science.

While it remains true that one of the best ways of reaching a man's heart is through his stomach, Mrs. Kirk is authority for the statement that another route lies through his pocketbook, and both of these routes are made possible through the science of cooking.

Mrs. Kirk would have everything pertaining to the kitchen, pantry and dining-room arranged so economically that not only is the housewife's pennies saved, but her energy is conserved and pennies are saved in doctor's bills.

Mrs. Kirk is the best known woman authority in America on things pertaining to the kitchen. She is a woman in middle age, tall, slender and grey haired. She has a daughter who is married and has a son 9 years old, and one thing you may be sure—the daughter is an accomplished cook and housekeeper.

Mrs. Kirk is a graduate of the Emerson Blaine School of Chicago in domestic science and the arts and crafts. She spent several years teaching in a kindergarten and is a graduate of a school of pedagogy. She spent several months of 1912 in England, Scotland and France, comparing American foods with the foods of those countries—much to America's advantage in each case.

## Food Is Respected In France.

In France, she says, she found that the people respect food. Every girl is able to cook and sew when the time for marriage comes. In France, too, seasoning has reached the altitude of an art.

In England she found that the usual conception of boiled beef, heavy foods and thick puddings—one reads of—is not in the least exaggerated.

There she was served various cold meats, cold breads and courses of cakes and other heavy foods for breakfast and thought regretfully of her simple American breakfast of fruit, cereal, toast and coffee.

In Scotland she says she found the most wonderful cakes and breads, and the coffee served in Edinburgh surpassed any she tasted while abroad.

One of Mrs. Kirk's most rigid rules has to do with the furnishing of the kitchen.

A model kitchen she used recently while delivering lectures on cookery was bare, except for a large gas stove, an ice box, a kitchen cabinet and a table.

Kitchen cabinets are not a hobby of Mrs. Kirk's. She would prefer to do away with them, and believes that pots, pans and kettles should be hung or laid on open shelves—this being much more sanitary.

She also believes in a minimum number of cooking utensils and is an advocate of paper bag cookery—for some things.

The greatest innovation in Mrs. Kirk's model kitchen is a table, fully a foot higher than the usual cooking table, and a sink thirty-four or thirty-six inches in height instead of the usual thirty inches.

Mrs. Kirk's idea is that the higher table does away with the old stooping position while peeling potatoes, kneading dough, or doing the housework and one duties a housewife has to perform. At the high sink one can wash dishes or pots and pans with greater ease. The value to health, the added efficiency in doing away with bodily fatigue—is a net result worthy of note.

## Paper Bags Best For Some Foods.

About paper bag cookery, Mrs. Kirk waxes enthusiastic. She says that paper bags cannot be used for all sorts of baking and broiling—

that their use is limited, but for baking or broiling fish a paper bag is necessary, if one wishes to retain all the dainty flavor and natural moisture of the food. For baking fruits, especially apples, paper bags are valuable. To keep the bag from breaking—a common happening and one which is discouraging—Mrs. Kirk suggests a little wire rack, such as is used to hold hot dishes, and this can be slipped with the bag into the oven and out again, the bag split open and the cooked foods removed.

The fireless cooker came in for a share of commendation from Mrs. Kirk. Greater things are claimed for it than the cooker can accomplish, she declares, but for the cooking of foods which require long, slow treatment, the fireless cooker is an improvement over the gas oven.

Mrs. Kirk is author of a handy card system of menus for housekeepers, much like the card systems used in business offices. With this "card cook book" goes a set of cards on which a record may be kept of allowance and expenditures for housekeeping.

Mrs. Kirk makes several food recommendations:

For a business man's lunch she says to remember that a man's disposition is more or less affected by the food he eats. Too much animal food will cause animal tendencies. Much stimulating food or drink stimulates animal nature. Select foods for him that furnish health,



FAMOUS-BARR PORTRAIT

strength, clear mind and absolute control of the brain.

## High Cost of Living Flourishes in Cafes.

The increased cost of living has made the prices of food in first class cafes and lunch rooms almost prohibitive, except to those who are earning salaries of exceptional size. The class with moderate salaries often do not stop to think what they eat. When we look in on a drug store soda fountain at the noon hour we see hundreds of girls trying to satisfy hunger. Or they go to a bakery counter, where they get



## FOUR POSES OF MRS. ALICE GITCHELL KIRK.

than constant change. Mrs. Kirk has menus for the three daily meals that will do much toward promoting good health. They are three plain, well cooked meals:

Breakfast—Cereal with fruit and thin cream, served together or separately; light meat food (occasionally), bread or gems and a beverage, or cereal and nuts and fruits and no beverage.

Luncheon—One hot nourishing dish (milk, soup, cocoa or an escalloped dish), one relish, bread and butter and a sweet, such as fruit or simple dessert.

## Things That Go Well Together.

Dinner—One meat, one starchy vegetable, one green vegetable and plenty of greens in salad with French dressing, bread, butter, a sweet dish and coffee. A light soup may be served with this, but not a thick cream soup.

Desserts and relishes that fit well together in the same meal are as follows:

Pineapple ice, hot ginger bread with whipped cream or apple sauce, salted peanuts, raisins; blanc mange, gelatine desserts, apple or rhubarb pie, olives, salted almonds; berry or prune whip, sponge cake, chocolate russe, fig pudding; strawberry or other shortcake, victoria cream (pineapple and tapioca), radishes, celery; dried bananas—in grape juice, stewed dates, figs or prunes, fruit cocktail, horseradish; apple dumplings, peach cobbler, currant jelly; cup custard, stewed figs with cream, ice cream, orange pie, currant or cranberry jelly, raisins; lemon jelly, apple pie, cheese wafers; pineapple or orange pie; prune whip, stuffed olives, celery; cup custard, cheese and crackers, stuffed olives, radishes; pumpkin or custard pie, steamed berry pudding; radishes, stuffed dates; ice cream; apple pie a la mode, fruit with cake, chili or tomato catsup, pickles.

Twelve soups suggested by Mrs. Kirk as being within the limit of the moderate pocketbook follow: Cream of celery, cream of pea, cream of asparagus, clear consommé,

me, vegetable, tomato with vegetables, cream of tomato, cream of spinach, cream of chicken with rice, cream of cornet, mulligatawny, onion au gratin.

Mrs. Kirk's home is in Cleveland, Ohio, where she lectures almost all the year around, excepting for hasty trips to New York, Boston and other Eastern towns, and to Chicago and

St. Louis, where she lectures for six weeks.

Her lectures are given under the auspices of department stores, and are free to the public. Each food value and each way of preparing meats, vegetables and other foods are illustrated by her in a practical demonstration in a model kitchen.

## "PURE" FOOD VS. GOOD FOOD

A new organization is being formed in New York, the work of which is expected to be far-reaching and most beneficial in its results. It is called the Good Health Food League and it intends to do more for the benefit of the public health than the government "pure food law" does.

The league asserts that "pure food" is not always good food. That is, that while food may be pure according to the government standards, may be of a nature that will do no harm, it is not always good health food from a standpoint of nutrition. The league plans to educate the public to the use of nutritious food which will also be of such quality that it comes within the provisions of the government act.

The campaign of the league will necessarily be one of education, both of the manufacturers of foodstuffs and of the consumer. Lectures will be given by food specialists. People will be advised about proper diet and will be taught how to tell good food from bad and why a certain food is good and another bad. The purpose is to create public sentiment which will make manufacturers of food stop using raw materials that do not measure up to the proper standard of nutrition.

"There are more than 2,500 bakers in New York City," said Cornelius S. Loder, one of the directors of the league, "and not more than a half dozen have their raw materials analyzed by a chemist. These bakers are permitted to do business if they comply with certain rules of cleanliness in their shops, but the people who consume the output of these shops have not the slightest idea of what goes into the food they eat. The government pure food act allows food to be sold if it contains no harmful matter, but it does not take into account the amount of nutrition that goes into any certain kind of food. For instance, if a manufacturer of cocoa wishes to adulterate his product, nothing is easier than to grind up peanuts, shells and all, and mix the powder with the cocoa. There is nothing harmful about this, but the cocoa does not contain the amount of nutrition that it should. I might cite dozens of instances in which similar things can be or are being done."

"So far as the bakers, particularly the small ones, are concerned, they buy anything in the line of raw materials that they can get cheap. In most cases these materials are all right under the pure food law, but not by the law of nutrition. It is to prevent the use of even the harmless adulterants that the league has been formed and the only way that it can effect its purpose is by educating the public."

Associated in the work of the league is the French-Panacast Laboratories, Inc., one of the lead-

ing firms of chemists in New York. In the hands of this firm rests the responsibility of deciding whether foodstuffs contain the amount of nutriment that they should. Robert M. French, president of the firm, has specialized in the analysis of foodstuffs and is personally very much interested in the new department.

"So far as we have gone in this new work," he said, "we have confined our investigations largely to bakeries. We shall branch out into other lines of foodstuffs as we progress, but there is enough work to be done in connection with the bakeries to keep us busy for some time. In the raw materials used by bakers, egg powder, pie filling, yeast and other things, we have found a most startling list of ingredients that, while perhaps not harmful, certainly lessen the amount of nutriment."

"Take flour for instance. In the first class grades there is about 60 per cent of gliadin to 40 per cent of gluten. In the lower priced grades the amount of gliadin is decreased and the amount of gluten increased. This means that, with the cheaper grades of flour, the bread becomes soggy and rubbery, the yeast has less effect and the bread is not so well aerated. It is of course, impossible to make good bread with poor flour. The flour manufacturers know this and most of them make chemical tests of their product. This does not prevent them from selling poorer grades for less money, however, to bakers who will buy it."

"Yeast is often mixed with starch. This does not affect the quality of the yeast itself, but makes it necessary to use a larger amount, thus making the bread of poorer quality."

"Malt extract is much used in breadmaking. It is a yeast food and a substitute for sugar, besides imparting a certain pleasant flavor to the bread. Malt extract should contain about 50 per cent of malt sugar and 20 per cent of diastase. If properly made, diastase should be capable of converting its own weight of starch into sugar in less than ten minutes at a temperature of 55 degrees centigrade. Many of the extracts found on the market contain no diastase whatever, usually due to carelessness in preparation, but this condition does not prevent its sale as a first-class article."

"Vanilla extract is another largely used article which is often adulterated. Weak alcohol, colored, prune juice and even bay rum are used. The list is endless and the education of the consumer seems to be the only remedy. It is going to be a long task and a difficult one, but we believe that we can no far educate the public that the food manufacturers will be obliged to use only raw materials that they know, from chemical analysis, to be not only pure but nutritious."